

B2B Content Distribution Channels Matrix

Channel Type	Examples	Purpose	Key Metrics
Owned Media	Website, Blog, Email Newsletter, Resource Hubs	Brand control, lead generation, nurturing	Visits, downloads, subscriptions, CTR
Earned Media	PR, Guest Posts, Backlinks, Reviews	Reach, authority, credibility	Shares, mentions, domain authority, referral traffic
Paid Media	PPC, Sponsored Content, Social Ads, Display Ads	Amplification, targeting, short-term reach	Impressions, clicks, CPM, CPL
Social Media	LinkedIn, Twitter, Facebook, YouTube	Engagement, networking, thought leadership	Followers, engagement rate, shares, video views
Partner/Third-party	Industry Portals, Partner Newsletters, Webinars	Access to new audiences, credibility	Registrations, conversions, leads from partners
Direct Outreach	Email Campaigns, Sales Enablement, ABM Tactics	Personalized communication, direct relationship building	Reply rate, meetings booked, pipeline generated